

DESTINATION: WORLD PRIDE



FOR THE LAST EIGHT YEARS, the It Gets Better Project has leveraged the power of storytelling to empower LGBTQ+ youth around the world. With an affiliate network spanning 20 countries, the It Gets Better Project is a global force for good with an unparalleled reach into the hearts and minds of millions of young LGBTQ+ people striving to fulfill their greatest potential.

In 2019, the It Gets Better Project will launch Destination: World Pride, a campaign designed to amplify the importance of fostering a world where all LGBTQ+ young people are free to live equally and know their worthiness and power as individuals.

DESTINATION: WORLD PRIDE ACTIVITIES INCLUDE...

IT GETS BETTER PRIDE EVENT SERIES

From Miami to Los Angeles to New York, the It Gets Better Project's 21+ Pride event series returns to The Standard boutique hotels for another year of good vibes and unforgettable experiences.



**ALYSON STONER
& BRAD GORESKI**

PRIDE ON THE HORIZON

Young people under 21 deserve opportunities to celebrate Pride too! Pride on the Horizon is the It Gets Better Project's annual rooftop dance party in New York City, catering specifically to a younger crowd.



CHELSEA PIERS

IT GETS BETTER 2019 GLOBAL SUMMIT

In 2019, the It Gets Better Project will host its fourth annual global summit in New York City in tandem with World Pride and Stonewall 50. It Gets better representatives from 20 countries will come together to share ideas and best practices for creating a better world for LGBTQ+ youth.



EURO PRIDE, 2017

30-DAY POP CHALLENGE

For the entire month of June, the It Gets Better Project will ask its supporters to take on the 30-day Power of Positivity Challenge and commit to posting nothing but uplifting social content for 30 days.



**#PRIDEMARCH CAMPAIGN,
2017**

Get your feet wet in Miami. Make a splash in Los Angeles. Or pull out all the stops for World Pride in New York. The It Gets Better Project has something for anyone interested in keeping the LGBTQ+ community on the path to progress.

**IT GETS BETTER
A SUNSET
PRIDE
CELEBRATION**



MIAMI BEACH, FL

FRIDAY, APRIL 5, 2019
The Standard Spa, Miami Beach

*Evening cocktail reception
overlooking Biscayne Bay*

**IT GETS BETTER
A POOLSIDE
PRIDE
CELEBRATION**



LOS ANGELES, CA

SATURDAY, JUNE 8, 2019
The Standard, Hollywood
*Pool party on the famous
Sunset Strip in West Hollywood*

**IT GETS BETTER
A PENTHOUSE
PRIDE
CELEBRATION**



NEW YORK CITY, NY

SATURDAY, JUNE 29, 2019
The Standard, East Village
*Afternoon cocktail reception with
sweeping views of Manhattan*



IT GETS BETTER PRIDE EVENT SERIES: SPONSORSHIP OPPORTUNITIES

From Miami to Los Angeles to New York, the It Gets Better Project offers a full slate of opportunities to plug into the 2019 Pride season under the banner of creating a better world for young LGBTQ+ people.

The sponsorship levels below apply to all three events, unless otherwise noted. For custom opportunities to connect with It Gets Better Project supporters at multiple events, please contact Ross von Metzke at ross@itgetsbetter.org for more information.

	SPONSORSHIP LEVELS			
	Influencer \$2,500	Change Agent \$5,000	Catalyst \$10,000	Presenting (Co-) \$20,000
Event Welcome Signage	x	x	x	x
Opportunity to Provide Co-Branded Gift for Guests	x	x	x	x
Post-Event Impact Report	x	x	x	x
Event Video Highlight Reel	x	x	x	x
Pre- and Post-Event Social Media Coverage		x	x	x
Email Promo to 250K+ It Gets Better Project Supporters		x	x	x
Day-of-Event Moment/Photo Op Integration			x	x
Day-of-Event Social Media Coverage (Focused)				x
Wandering Photographer Photo Frame				x
Parasol Branding				x

All of the above amenities, plus:

Miami and New York

VIP Tickets (Incl. 2 Drink Tickets/Ea.)	4 (\$120)	6 (\$180)	8 (\$240)	10 (\$300)
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Los Angeles

Preferred/Reserved Table for 4 Guests	1 Semi-Covered	1 Semi-Covered	1 Covered	2 Covered
Bottle Service	1 (\$300)	1 (\$300)	1 (\$300)	2 (\$600)

(Est. Fair Market Value)



THE IT GETS BETTER PROJECT RETURNS in 2019 with its second annual youth event in celebration of New York Pride. Set in the penthouse suite atop The Standard, East Village, Pride on the Horizon is a can't-miss opportunity for LGBTQ+ people ages 13 -20 looking to kick off Pride weekend in style. Guests will enjoy performances from up-and-coming teen drag stars, a beauty bar experience, DJ and dancing, food, fabulous friends and more. Please contact Ross von Metzke at ross@itgetsbetter.org for more information.



SPONSORSHIP LEVELS

	Rose \$2,500	Amber \$5,000	Cobalt \$8,500
Event Welcome Signage	x	x	x
Opportunity to Provide Co-Branded Gift for Guests	x	x	x
Post-Event Impact Report	x	x	x
Event Video Highlight Reel	x	x	x
Pre- and Post-Event Social Media Coverage		x	x
Day-of-Event Social Media Coverage (Focused)			x



IN TANDEM with World Pride and Stonewall 50, the It Gets Better Project will expand its New York Pride activities with an It Gets Better Global Summit. The summit is designed specifically for members of the It Gets Better Project's Global Affiliate Network, which now maintains a footprint in 20 countries. Attendees will have the opportunity to connect with nonprofit industry professionals, learn cutting edge strategies to enhance their work abroad, and celebrate Pride with LGBTQ+ people from all over the world. Please contact Justin Tindall at justin@itgetsbetter.org for more information.

SPONSORSHIP LEVELS

AMENITIES	Silver \$10,000	Gold \$25,000	Platinum \$50,000
Main Event Signage (Welcome)	x	x	x
Opportunity to Provide Co-Branded Gift for Guests	x	x	x
Post-Summit Impact Report	x	x	x
Pre- and Post-Summit Social Media Coverage	x	x	x
Pre- and Post-Summit eCommunications to IGBP Subscriber Base	x	x	x
Tickets to It Gets Better: A Penthouse Pride Celebration	4	6	10
Networking Event(s) Table Tent		x	x
Catered Breakfast(s) Table Tent		x	x
Catered Lunch(es) Table Tent		x	x
Media Presentation Co-Branding		x	x
In-Room Co-Branded Welcome Kit Letter			x
Daily Social Posts by Event Attendees			x
Speaking Opportunities			x